



AUBURN LANE



HAPPY BIRTHDAY: CELEBRATING 75 YEARS WITH COUGAR

 LIBBY × SEPTEMBER 26, 2023

Celebrating 75 years of excellence, **Cougar** is marking a major milestone this year. The company has crafted quality shoes for generations and embraces innovation and design as its hallmark. Known for being miraculously warm and waterproof, **Cougar** makes our winters quite cozy and comfortable with its innovations year after year.

Libby Roach- 75 years is a massive achievement. That's longer than Newfoundland has been in Canada! What do you attribute to your brand's success?

Steve Sedlbauer- It's such an achievement! I believe our success is centered around the integrity of our product and everything we do. We always think of our customers first and strive to make a product that over-delivers value to our consumers. We make waterproof boots that are guaranteed to be waterproof and we mean it. Shoemaking is a more complex process than the consumer may appreciate and if there's ever a problem, we make sure, whenever possible, that we make our customers happy with their **Cougar** brand experience.



Steve Sedlbauer, Co-Owner and President of Cougar

LR- Cougar is iconic for fashion-forward looks. Merging function with fashion is your trademark. What looks from the archives are your favourite?

SS- Naturally, the **Pillow Boot!** Created in 1976, it was a runaway hit and put the **Cougar** brand on the map. It really represents the DNA of the brand. We refer to it as our “*iconic puff*” and it’s something we continually look back to when drawing inspiration for future designs. You will see hints of the “*puff*” design reinterpreted in a modern way both in our boot and sandal designs today.

Canada lets its cat out of the bag.

Susan Shoe Industries, Canada's leading footwear manufacturer, has introduced its famous brand of shoes and boots to the United States. Cougar, the number one cat in Canadian shoe biz, will be available to help keep you one step ahead of the competition. With styles like these great new Cougar Pillow Boots. Visit us during the National Shoe Fair and bag yourself a profitable new shoe line, Cougar.

John Stone

American Cougar is the registered trade mark of Susan Shoe Industries Limited 2222 Bessie Street East, Hamilton, Ontario L8P 1S8 416-561-8628

When you need a boot that's tough, durable, and comfortable, look no further than the Cougar Pillow Boot. The Pillow Boot is the most comfortable boot you can wear. It's made of soft, supple leather and has a cushioned insole. The Pillow Boot is the perfect boot for the outdoors. It's the perfect boot for the office. It's the perfect boot for the city. It's the perfect boot for the country. It's the perfect boot for the world.

See us at the National Shoe Fair Booth #2714-16, New York Coliseum February 13-16, 1982

U.S. Representatives: Eastern U.S.: B.J. Schatz, Cox Shoe Corp., 16140 Lee Street Circle, Miami Lakes, Florida USA 33014
Western U.S.: Gerry Pollack, 75 West 7th Avenue, Vancouver, B.C. Canada, V5Y 2T4

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Be sure to stop by <https://cougarshoes.ca/pages/our-story> to view more throwback art from Cougar

LR- You're stepping into big shoes as the founder's son. How do you channel your legacy into each new season's offerings?

SS- I've actually been in these shoes for many years. My first summer job was working in the **Cougar** factory when I was just 13 years old before I joined full-time when I was 18. Being experts in **waterproof** and cold-weather footwear, we draw upon our years of experience to excel at combining fashion and function – something few, if any, can do. It's a continuous process and an exciting challenge to understand how to execute fashion while building in the hidden benefits of warmth and waterproofing. Historically, functional footwear has been bulky and utilitarian in look.

We strive to keep the footwear as feminine as possible while incorporating the functionality. The input of the female members of our in-house design team is critical. We rely on their point of view and trust their experience with the design process. Like my father, the founder of **Cougar**, I am always listening to our team and our customers and learning from them – it's the best way to create footwear that's designed for today and that women actually want to wear.



Cougar's Swizzle Nylon Sneaker Boots, a hybrid that puts function and fashion on even heel